

COUNTY OF SONOMA

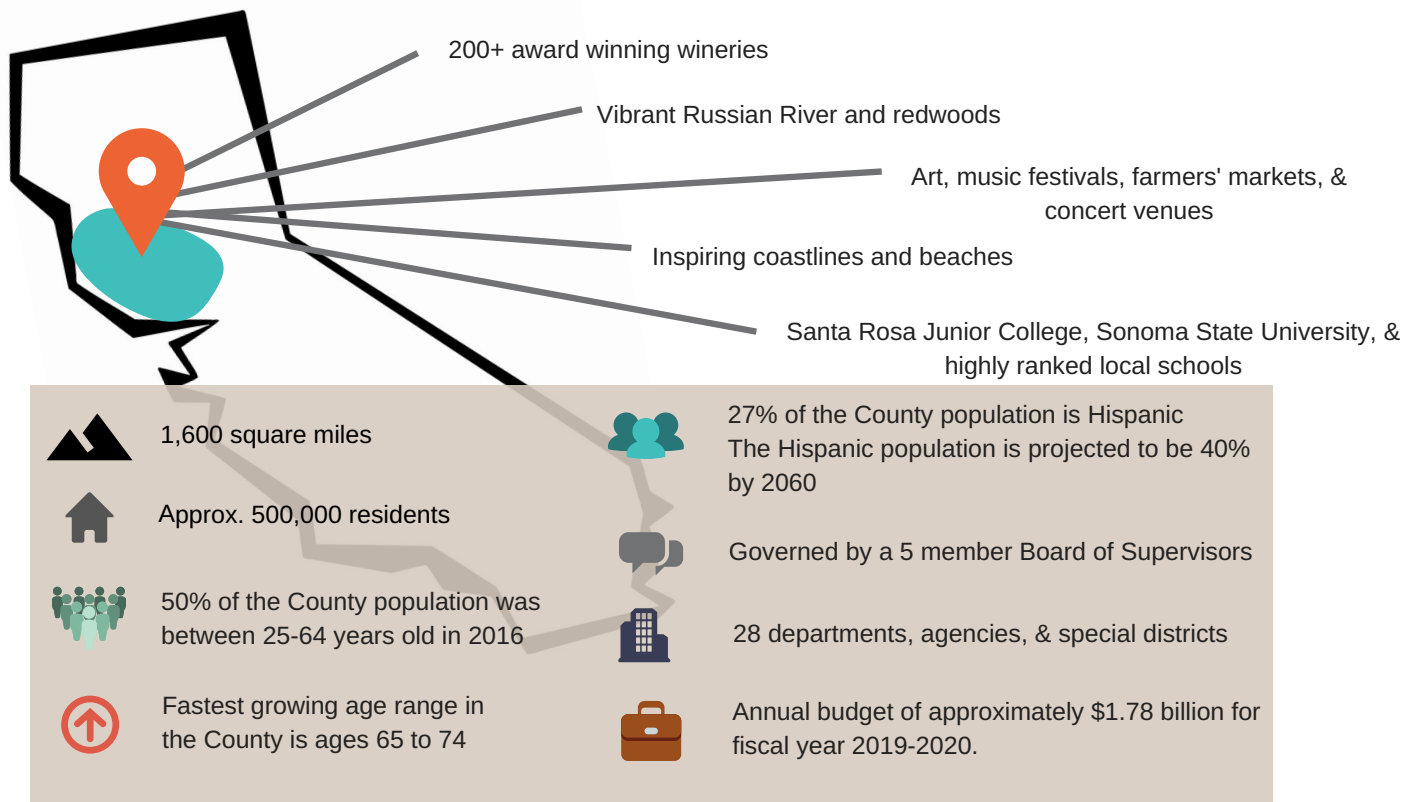
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# COUNTY COMMUNICATIONS MANAGER

ANNUAL SALARY  
\$139,335 - \$167,803\*

ACCEPTING APPLICATIONS  
THROUGH FEBRUARY 10, 2020





The Board is fully committed to a mission and vision which value high quality services that support and enrich the community, strong leadership, engaged citizen participation, transparency and accuracy in information, and efficient and fiscally sustainable government. The County Administrator leads a team of dedicated department heads who work collaboratively to address and strategically prepare for County initiatives and challenges.



Please visit [www.sonomacounty.ca.gov/](http://www.sonomacounty.ca.gov/) and [www.sonomacountyconnections.org](http://www.sonomacountyconnections.org) for more information about Sonoma County, the place to live, work, and build your career legacy.



## The County Administrator's Office



The County Administrator's Office carries out the policy direction of the Board of Supervisors and serves the public by collaboratively leading and supporting the County organization. Major activities include overall County budget and policy coordination, comprised of fiscal planning, resource allocation recommendations, strategic plan implementation; and community engagement through legislative advocacy, public information, and community outreach. As a result of the October 2017 Wildfire disaster, the Board of Supervisors established the Office of Recovery and Resiliency (ORR) within the County Administrator's Office. In 2018, the Board of Supervisors adopted the Sonoma County Recovery and Resiliency Framework which is a vision for how the County will recover from the October 2017 wildfires, a vision for a resilient future, and an approach to achieve it. The County Administrator's Office is currently working with the Board of Supervisors to develop a new long range strategic plan.

The County Administrator's Office has an operating budget of approximately \$6.47 million and a staffing complement of 25.00 FTE. The organizational structure includes the County Administrator, Assistant County Administrator, 3.0 Deputy County Administrators, the new County Communications Manager, analysts, and support staff. As the Clerk of the Board, the County Administrator also oversees the administrative functions of the Board of Supervisors. The Board of Supervisors has an operating budget of approximately \$5.37 million and is supported by a staff of 6.0 FTE, not including the Supervisors and their staff. The County Administrator's Office also provides staff services to the Local Agency Formation Commission (LAFCO).



<https://sonomacounty.ca.gov/County-Administrators-Office/>  
<https://sonomacounty.ca.gov/CAO/Projects/>  
<https://sonomacounty.ca.gov/CAO/News/>





## The County Communications Manager

The County Communications Manager is a new senior management level position in the County Administrator's Office reporting to the County Administrator. They will be charged with building a centralized system of communications, overseeing the implementation of proactive communications strategies, and ensuring the County's strategic communications vision and goals are in alignment with the County's vision and goals, as defined by the County's Board of Supervisors. The County Administrator recently presented a third party communications assessment to the Board of Supervisors with a recommendation that communications be centralized across the organization within the County Administrator's Office. An implementation plan is being developed which will make a final recommendation to the Board of Supervisors in March 2020 on the staffing structure for communications. One staffing option includes having the new County Communications Manager oversee a large communications team (10 – 15 staff). The other staffing option includes having the new County Communications Manager oversee a small communications team (4-6) and closely coordinate and lead individual departmental communication specialists.

As the leader of the County's communications efforts, the County Communications Manager will provide oversight and direction to staff engaged in public information/communication activities within the County Administrator's Office and embedded in County departments. The County Communications Manager will be responsible for developing, directing, and implementing Countywide communications plans, including marketing, community relations, and public relations, and increasing the public's awareness of the County's services, successes, and accomplishments. The County Communications Manager will guide media strategies for overarching and sensitive matters; lead the development of a resource library to include talking points on the County's key issues and initiatives; inform and advise the Board of Supervisors, County Administrator, Elected Officials, Department Heads, and staff regarding communication matters; and act as the official channel of communication between the County and the public. The County Communications Manager will also ensure the County's initiatives and programs reach the County's diverse communities in a coordinated, consistent, and unified voice, across multiple platforms.

Some of the communication channels currently used by the County include:

<http://sonomacounty.ca.gov/Newsroom/>

<https://facebook.com/CountyofSonoma>

<https://twitter.com/CountyofSonoma>

<https://nextdoor.com/agency-detail/ca/sonoma-county/county-of-sonoma/>

<https://www.youtube.com/user/officialsonomacounty>



## The Ideal Candidate

The new County Communications Manager will be skilled in creating communications strategies and delivering public information across multiple platforms, including social media. They will have demonstrated success in developing effective relationships with elected officials, staff, members of the public, and media organizations. The ideal candidate will be analytical and well-organized, and bring confidence, energy, and enthusiasm to the new position. They will also be a strong leader, with the ability to motivate a team and drive projects and initiatives forward to completion.

This position requires a strong public speaker with excellent written and verbal communication skills; considerable knowledge of county government organization, functions, and programs; and the ability to conduct workshops, hearings, citizen participation groups, and public information meetings.

The most qualified and desirable candidates will possess a background that includes at least five years of experience leading a team responsible for performing public information and communications functions within a complex and challenging public sector environment. A Master's degree is desirable.

The minimum qualifications for this position include a Bachelor's degree in public and/or business administration, communications, journalism, public relations, or a closely related field, and five years of experience, at a professional level, working in a public information/media relations role, including one year supervising staff.





## What We Offer

Sonoma County offers a total compensation package that is both attractive and competitive. Salary for the County Communications Manager is \$139,335 to \$167,803\*, depending upon the qualifications of the selected candidate. In addition, Sonoma County offers:

- **County paid premium contribution to several health plan options**
- **Excellent dental, vision, disability, life insurance, wellness and professional development benefits, and more**
- **Paid Time Off** - Competitive vacation accrual and additional management leave annually; 12 paid holidays, and an additional 8 floating holiday hours per year; generous sick leave accruals and 100% of accrual balance converted to service credit at retirement
- **Retirement** - County Employees Retirement Law of 1937. Retirement is fully integrated with Social Security. With pension reform, new employees as defined and eligible will receive a 2.5% at 67 formula (subject to PEPPRA compensation limits), or for those individuals who meet certain criteria, including establishing reciprocity eligibility pursuant to PEPPRA, will receive 3% at 60.
- **Incentive Retirement Savings Plan** - A defined contribution 401(a) plan; a 3% County "foundation" contribution
- **IRS 457 Plan** - Pre-tax employee contribution up to the IRS annual maximum, plus a 100% County match of employee contribution deposited into the 401(a) account (up to 1% of base salary)
- **Retiree Medical** - County contribution to a Health Reimbursement Arrangement to help fund post-retirement employee health insurance/benefits
- **Relocation** - Relocation reimbursement may be authorized for distances greater than 50 miles
- Additional details on employment for management employees may be found at:  
[www.sonomacounty.ca.gov/HR/Employee-Relations/Labor](http://www.sonomacounty.ca.gov/HR/Employee-Relations/Labor)

\*The annual base salary range for the position is \$132,135-\$160,603. In addition to the base salary, the position receives a cash allowance of approximately \$600 per month. Combined, the annual salary is \$139,335-\$167,803. Salary is negotiable within the established base salary range. Benefits described herein do not represent a contract and may be changed without notice.

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## Selection Process & Key Tentative Dates

- Accepting application materials through February 10, 2020
- Applications materials and supplemental questions screened the week of February 17, 2020
- Panel Interviews Early March, 2020
- Selection Interviews with the County Administrator – Early March, 2020
- Finalist Interviews with the Board of Supervisors – Early/Mid March, 2020

Please be mindful of the planned time-frame. Although it may be subject to some change, it would be wise to plan availability around these dates and submit application materials as early as possible.



## How To Apply

To be considered for this exciting career opportunity, please submit an online job application and responses to the supplemental questions, including a resume and cover letter which articulates your experience, responsibilities, and pertinent accomplishments by Monday, February 10, 2020.

Apply at [www.yourpath2sonomacounty.org](http://www.yourpath2sonomacounty.org)

Questions can be directed to:

Spencer Keywood, Recruitment and Classification Manager  
County of Sonoma Human Resources Department  
Telephone: (707) 565-3568  
[Spencer.Keywood@sonoma-county.org](mailto:Spencer.Keywood@sonoma-county.org)

